

Program Description/Textbook or Print Instructional Material

Vendor: Thomson Learning/South-Western Web Address: www.swep.com
 Title: International Business
 Author: Dlabay, Scott Copyright: 2001
 ISBN: 0-538-69855-1 Course/Content Area: Vocational and Career Education; Business
Program; International Business
 Intended Grade or Level: 9-12 Readability Level: 9.3 (Flesch Kincaid)
 List Price: 60.95 Lowest Wholesale Price: 45.50

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

- Every unit focuses on a different geographic region, eventually covering the entire world
- Graph and map analysis, Internet research, writing activities, and math projects serve to incorporate an inter-disciplinary approach to global business
- Features on important people, historic events, world climates, and international business are included to add realism and interest

Student Experiences

- After studying International Business 2E, students should develop the appreciation, knowledge, skills, and abilities needed to live and work in a global marketplace.

Assessment

International Business 2E provides the foundation for studying international business and the many aspects of conducting business in the global economy. New to this edition, the Annotated Instructor's Edition brings together a wealth of teaching tips and marginal notes in one convenient book. This is a new edition of Business in a Global Economy.

Organization

Chapter 1 We Live in a Global Economy, Chapter 2 Our Global Economy, Chapter 3 Cultural Influences on Business, Chapter 4 Government and Political Influences on Business, Chapter 5 Structures of

International Business Organizations, Chapter 6 Importing, Exporting, and Trade Relations, Chapter 7 Foreign Exchange and International Finance, Chapter 8 Legal Agreements Around the World, Chapter 9 Global Entrepreneurship and Small Business Management, Chapter 10 Management Principles in Action, Chapter 11 Human Resource Management, Chapter 12 International Career Planning, Chapter 13 Organized Labor, Chapter 14 Information Needs for Global Business Activities, Chapter 15 Production Systems for Global Business, Chapter 16 Global Marketing and Consumer Behavior, Chapter 17 Developing Goods and Services for Global Markets, Chapter 18 Global Pricing and Distribution Strategies, Chapter 19 Global Promotional Strategies, Chapter 20 Global Financial Activities, Chapter 21 Managing International Business Risk

Resource Materials

Gratis Items To Be Provided And Under What Conditions

Video (0-538-69859-4) Free 1 per teacher
ExamView Pro (0-538-43266-7) Free 1 per teacher
Instructor's Resource CD (0-538-43283-7) Free 1 per teacher
Instructor's Resource Manual (0-538-43284-5) Free 1 per teacher
Annotated Instructor's Edition (0-538-69860-8) Free 1 per teacher

Available Ancillary Materials

Student Activities Study Guide (0-538-69857-8)
Printed Tests (0-538-69858-6)

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

NOTE: Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate ***“not available”*** in the space.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Business



Title: International Business		Cost: \$45.50	
Publisher: Thompson Learning/South-Western			
Item Evaluated: Textbook and ancillary materials			
Copyright Date: 2001		Evaluator: Donna R. Everett	
Content Level: 11-12		Date of Evaluation: July 29, 2003	
Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
<input checked="" type="checkbox"/> Recommended by reviewers to State Textbook Commission
<input type="checkbox"/> Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Business



Title: International Business		Publisher: ITP/Delmar/South Western	
Technology Management Summary Data:	20 possible points	_____18_____ points earned	
Technology Management Comments: Easy to use teacher resource CD.			
Technology Presentation/Interface Summary Data:	40 possible points	_____38_____ points earned	
Technology Presentation/Interface Comments: Supplementary CD with multimedia image and management is included.			
Content Summary Data:	44 possible points	_____41_____ points earned	
Content Comments:			
Instruction & Management Summary Data	52 possible points	_____48_____ points earned	
Instruction & Management Comments:			
Organization & Structure Summary Data	36 possible points	_____36_____ points earned	
Organization & Structure Comments:			
Resource Material Summary Data	40 possible points	_____22_____ points earned	
Resource Material Comments:			



Group V - Career /Technical & Vocational/Practical Living **Electronic Instructional Media Review Form** **Stand Alone/Independent or Integrated Software for Business**



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost _____	
Windows	Primary	Individual	Stand Alone/Independent	_____ single copy	_____ site license
Macintosh	Intermediate	Small Group	Integrated	_____ network version	_____ school version
CD-ROM	Middle	Large Group	Supplemental	_____ lab pack of _____ copies	_____ online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain _____

Type of Software: Check all that apply	_____ Simulation	___x___ Management	_____ Interdisciplinary	_____ Problem Solving	_____ Tutorial
___x___ Exploratory	_____ Creativity	_____ Drill and Practice	___x___ Critical Thinking	_____ Utility	___x___ Tests

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs. Text CD only	4
Allows students to exit and resume at a later time.	3
Keeps a students performance record, where needed.	3
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments:	Total
	18

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	3
Accessible for special needs students.	3
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	4
Comments: Teacher's resource CD is easy to use and includes supplementary materials, tests, PPTs, video discussion guides, and articles which suggest alternative assessments (including portfolios) and activities for special needs students.	Total
	38

Content—Business	Rating
Career Experiences	4
Employability Skills	4
Teamwork	3
Global Perspective	4
Mathematical Skills	3
Communication	3
Diversity	4
Ethical Practices	4
Academic Integration	4
Real World Application	4
Content Area Concepts Addressed All parts of the Program of Studies are covered.	4
Comments: Does not address FBLA activities. Since the copyright of the book is 2001, I wonder how much supplemental material the instructor may have to provide and/or develop to update the materials and examples in the textbook. An online teacher resource site would be helpful.	Total 41

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals: Effective coverage of opportunities and skills needed to compete globally.	4
Engages Students	4
Develops Business Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	0
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: No integration of FBLA activities	Total 48

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	
Student materials seem durable and conducive to daily use.	
Includes sufficient glossary, index and appendices.	
Employs accurate grammar and spelling	
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	
Comments:	Total

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	
Extension activities including adaptations and accommodations for students with special needs.	
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	
Suggestions are made for integration of themes and /or interdisciplinary instruction.	
Integration opportunities suggested and examples given.	
Teacher resources are available online.	
Online resources available – Repeat of information in text.	
Online resources available – Practice skills only.	
Online resources available – New application materials.	
Comments:	Total

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable